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Inside Information

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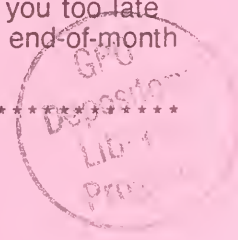
September/October 1991

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at (202) 720-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.



USDA'S AGRICULTURAL RESEARCH SERVICE HAS AN OPENING FOR A PUBLICATIONS WRITER

USDA's Agricultural Research Service has an opening for a GS-1082-13 writer with the Information Staff of its Publications Branch. The announcement number is ARS-H11-107.

As principal publications writer, among other duties, researches, compiles, and writes agency publications and manuscripts including results of scientific findings, recruiting brochures, and other descriptive literature.

Also, determines need for new or revised publications to reflect national relevance and scope of priority research. Maintains working relationships with administrators, researchers, and program specialists to ensure publications accurately convey subject matter. Conducts studies to determine need for and use of publications.

Qualifications include 1 year of specialized experience equivalent to the next lower grade in the normal line of progression. Should be knowledgeable of federal printing and publishing procedures and regulations.

Contact: USDA-ARS, Personnel Division (301-344-4587), Personnel Operations Branch, 6305 Ivy Lane, Room 103, Greenbelt, MD 20770-2288.

Closing date is September 23.

JOHN HOLLIMAN TO KEYNOTE NAGC COMMUNICATIONS SCHOOL BEING HELD DECEMBER 4-6

John Holliman, the Cable News Network reporter whose graphic descriptions of the Gulf War bombing of Baghdad have been compared to Edward R. Murrow's descriptions of the bombing of London during World War II, will keynote this year's National Association of Government Communicators annual Communications School.

The Communications School—three days of comprehensive workshops and discussion groups—will be held December 4 through 6 at the Rosslyn Westpark Hotel in Arlington, Virginia.

The theme of this year's school is "Looking through the Kaleidoscope—The Many Facets of Communications." Classes will cover the multi-faceted job of today's government communicators—from dealing with new technology to how to reach a changing American public. Participants will earn Continuing Education Units, nationally recognized units of measurement awarded to participants in qualifying non-credit continuing education programs.

Some of the workshops include "Managing Communications Technology;" "Communicating with Video in the 90s;" "Coping with Explosive Population Growth;" "Stomping Out Monumental Obfuscations;" and "Improving the Relationship of Editing, Typography, and Layout."

NAGC is a professional association of communicators who work for national, state, and local governments. Members include writers, editors, broadcasters, graphic and video artists and producers, and public information specialists—whose jobs are to get government information to the public.

During the three-day communications school, the organization will award its Blue Pencil and Gold Screen Awards as well as honoring the 1991 government communicator of the year.

For more information contact: Marci Hilt, (202) 720-6445.

USDA'S FOREIGN AGRICULTURAL SERVICE HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST

There is an opening for a GS-1035-9/11/12 public affairs specialist in the Program and Policy Branch of USDA's Foreign Agricultural Service Information Division. Announcement Number is FAS-91-031A.

Duties include writing and editing a variety of news and feature materials, concentrating on magazines (both within FAS and outside); press releases, fact sheets, pamphlets, and backgrounders for the press and public; television and radio scripts, slide scripts, and statements and talking points for FAS.

Qualifications include specialized experience which is in or directly related to the line of work of the position to be filled and which has equipped the applicant with the particular knowledges, skills, and abilities to perform the duties of the position.

Contact: Ericka Johnson (202-720-4951), USDA, FAS, Personnel Division, Room 5641-S, Washington, DC 20250.

Closing date is October 15.

NEWEST IN SERIES OF SMALL-SCALE AGRICULTURE ALTERNATIVE FACTSHEETS PUBLISHED

"A Small-Scale Agriculture Alternative—Brambles," the newest in a series of factsheets, has been published by USDA's Office for Small-Scale Agriculture (OSSA), Cooperative State Research Service (CSRS).

Prepared by Marvin P. Pritts of the Department of Fruit and Vegetable Science, Cornell University, and George B. Holcomb of the USDA's Office of Public Affairs, the new factsheet discusses suitability of brambles—such as raspberries and blackberries—for small-scale agriculture. Berries are in demand for fresh eating, desserts, jams and jellies, and wine.

We learn that raspberries and blackberries are high in fiber, vitamin C, phosphorous, potassium, and magnesium. And, Pick-your-own (PYO) being a popular marketing medium is ideal for brambles. PYO reduces harvest labor costs and is viewed by many customers as a recreational activity.

Others in the series have been "Herbs," "Foliage Plants," "Mushrooms," "Sheep," "Wildflowers," "Specialty Vegetables," "Exotic Livestock," "Dessert Vines," "Exotic Fruits," "Goats," "Woodlots," "Specialty Flowers," "Beekeeping," "Aquaculture," and "Strawberries."

For more information, contact George Holcomb at 202-720-5746.

Single copies are available at no charge from Howard W. "Bud" Kerr, Jr., Programs Director, OSSA, CSRS, Room 342-D, Aerospace Bldg., Washington, DC 20250-2200. Telephone is 202-401-4640.

NAGC'S 1992 CALENDAR COMING OFF THE PRESS

Did you know the first standing ovation took place May 23, 1732? They couldn't have been applauding the first canning of sardines. That happened February 17, 1876, which could account for grease stains on tuxedos. Tuxes appeared October 10, 1886. Rentals later. Of course, people could have used table forks to eat their sardines. Forks arrived in American June 25, 1630.

All these "firsts" and 800 more are in the 1992 edition of the appointment calendar published by the National Association of Government Communicators.

Once again, NAGC offers a wall calendar with NAGC "firsts" and useful items from the calendar of its executive director noted right along with other great "firsts."

The 11- by 17-inch black and white calendar is illustrated with still photographs of winners of the association's highly regarded Blue Pencil/Gold Screen competitions.

Here you can keep up with the firsts in communications. Ever hear of 'televide?' It was the forerunner of television, first tested September 17, 1881. Learn when the first American novel was published. When we got our first "best seller." When was Congress first televised in session? (When did anyone care?)

It's all here folks! Go to a new date and learn when practical color photography was invented, the first news story was sent by telegraph, and the first newspaper was published. (Authorities nixed it after its first issue.)

Baffle your colleagues at coffee by knowing on what day in history the pencil eraser was patented, the "Wedding March" first played, Benny Goodman began his career, or "boogie woogie" was first played.

Hollywood gave out its first "Oscars" May 16, 1929, beating NAGC's Gold Screen Awards by a few years. Want to know when Rome burned or the Victorian Age began? Or, when the Dark Ages closed or the Atomic Age began? Learn how this country developed. When did we buy Alaska, Texas, New Mexico, Arizona?

This calendar will tell you when "Uncle Sam" and the Republican elephant first appeared, when flying saucers were first reported, the U.S. Coast Guard created, West Point opened, the first fraternity founded, Yale founded, the Pentagon completed, Lizzie Borden proved innocent, and when Joan of Arc was burned at the stake.

Ever wonder where the names of the months came from? Does July and August give you a clue? That's here, too. Of course, also included are traditional dates, Mother's Day, Flag Day, and such.

Order from NAGC Headquarters, 669 South Washington Street, Alexandria, VA 22314. Cost is \$8, postage included. Make checks payable to NAGC, or call 703-519-3902 and charge it to your VISA or Mastercard.

For more information call Russell Forte at 202-720-5505.

REUTERS REPORTER STATIONED AT USDA DIES AFTER EXTENSIVE ILLNESS

Aldon Lee (Al) Coffey, Reuters Commodities reporter for 18 years who was stationed at USDA for much that time, died on October 6, at Alexandria hospital after an extensive illness. He was 49.

Coffey, who was born in Georgia, served in the Air Force and later became a teletype operator at the Naval Communications station at Cheltenham, Md.

He was hired by Reuters as a teletype operator/dictationist in 1965, a time when Reuters was expanding its operations in the United States. In those days news wires relied on dictationists to punch correspondents' copy into the system but when teletypes were replaced by electronic terminals in the early seventies Coffey became a reporter in Reuters commodities section.

Coffey is survived by his wife Felicia, a daughter Debbie Espinosa, and a granddaughter.

PENPAGES CAN HELP YOU FIND FACTS FAST

News editors, teachers, managers, and others can have current researchbased information right at their fingertips. All it takes is a computer, communications software and a modem connected to a telephone line to access PENpages, a computer-based library of consumer and agriculture-related information provided by Penn State's College of Agriculture. (See related article: INSIDE INFORMATION, August 3, 1989.)

"PENpages contains more than 7,000 documents ranging from child care, nutrition and money management to farm and home sfety and pest control," says Deborah Shaffer, PENpages coordinator. "You can find practical information on topics ranging from conserving water and preserving food to storing winter clothes."

PENpages is available 24 hours a day, 7 days a week. In Pennsylvania, the system is accessed by dialing a special telephone number in each county. Most users have toll-free access, while others pay only the toll charge to their local Penn State Cooperative Extension office.

Much of the information is entered by faculty in Penn State's College of Agriculture. Other university contributors include Penn State's College of Health and Human Development and Nutrition Center and the Cook College of Rutgers University.

Information in the National Senior Series Database is provided by the University of Missouri's Center on Rural Elderly and by other universities. The database includes documents on caregiving, nutrition, health, financial management, housing, retirement, and other pertinent subjects.

Several state agencies also supply information for PENpages. The Pennsylvania Agricultural Statistics Service, a division of the state and federal department of agriculture, provides current data on all major Pennsylvania agricultural commodities.

Penn State's agricultural information office enters news releases weekly on consumer-related issues. More than 900 releases are available under the keyword AG-INFORMATION-NEWS-PUBS.

Anyone interested in using the system can pick up a free PENpages User Guide from the local Extension office. The guide provides step-by-step access instructions and the telephone number to call to get the lowest possible phone charges.

Those who live outside Pennsylvania can obtain a User Guide by writing to Computer Services, 405 Agricultural Administration Building, University Park, PA 16802, or by calling 814-863-3449.

For more information on PENpages, contact Thomas Mincemoyer or Deborah Shaffer at the above number.

USDA'S APHIS HAS AN OPENING FOR A WRITER/EDITOR

USDA's Animal and Plant Health Inspection Service has an opening for a GS-1082-11/12 writer/editor. This is a term promotion and will not exceed 3 years (12-31-94). Announcement Number is M-PQ-026-2.

Duties include serving as assistant to the Director of the Grasshopper Integrated Pest management (GHIPM) Project; responsibility for planning, developing, coordinating, facilitating, and evaluating information and technology transfer activities for the Project; reponsibility for development of GHIPM USER HANDBOOK which will be the principle vehicle for technology transfer for a \$20 million research program encompassing rangeland grasshoppers in the western half of the United States.

Qualifications include 1 year of specialized experience which must have been equivalent in level of difficulty and responsibility to the next lower grade in the federal service.

PENN STATE HAS AN OPENING FOR A MEDIA/PR SPECIALIST

Penn State University's College of Agriculture has a position open for a media and public relations specialist in the Office of the Dean.

Duties: Responsible to the Dean and to the Assistant to the Dean, communications and external relations, for a variety of media, public relations and staff support activities. Coordinate with College units and University offices to establish and maintain good communications. Provide overall media and public relations coordination for the Dean and the College.

Provide comprehensive conceptual and creative leadership for the marketing and visibility of the College. Guide the development and implementation of various programs and collaborations to accomplish the goals and objectives of the College.

Develop and oversee the implementation of a marketing plan designed to improve the public perception and visibility of the College. Interact with various external groups to insure successful media and public relations, including broadcast media management and technical support, editors, producers, reports, University Public Information, WPSX production and management, AG/SAT operations personnel.

Prepare a wide variety of written materials to be used by the Dean, including but not limited to keynote addresses, speeches, remarks, press releases, papers and other communiques. Research selected topics to support the Dean's activities and responsibilities.

Minimum qualifications: Bachelor's degree in journalism, communications, or broadcasting plus two to three years of effective experience is required. Excellent verbal and written communications skills are essential.

Send letter of application, resume and salary requirements to: Employment Division, JOB #ML-1817, 120 South Burrowes Street, University Park, PA 16801.

Application deadline is November 15.

UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

November 8:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON
featuring Roger Runnigen, Press Secretary and Director of
USDA's Office of Public Affairs
Topic: "Reflections on My Recent Trip to the Soviet Union"
Room 107-A, USDA Administration Building
Contact: Debbie Janifer (202-720-4330) or Chris Kocsis (703-756-3000)

December 4-6:

NAGC ANNUAL COMMUNICATIONS SCHOOL
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: Nat'l Assn. Gov't Communicators, 703-519-3902

February 6, 1992:

NAGC Luncheon Meeting in Conjunction with "INFOCOMM International"
To be held near Washington Convention Center
Contact: Ben Cromer, 202-619-0084
